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PROJECT AGREEMENT

COOPERATIVE EXTENSION WORK IN AGRICULTURE
AND HOME ECONOMICS

College of Agriculture, University of Wisconsin, and
the United States Department of Agriculture, Cooperating

- I. NAME OF PROJECT: Extension Research and Personnel Training
- II. PROJECT NUMBER: Smith-Lever - 31
- III. HEADQUARTERS: Wisconsin College of Agriculture, Madison, Wisconsin
- IV. DATE EFFECTIVE: August 1, 1955
- V. LEGAL AUTHORITY:

The project agreement is planned in accordance with the Memorandum of Understanding between the Wisconsin College of Agriculture, University of Wisconsin, and the United States Department of Agriculture, effective April 8, 1955, under the provisions of the Smith-Lever Act of 1914, as amended (Public Law 83, 83rd Congress), providing for cooperative extension work, including Section 36.215 Wisconsin Statutes and other Federal and State Laws providing funds for extension work.

VI. SITUATION AND NEED OF PROJECT:

The administrator of an educational and service enterprise has the responsibility for continually improving the program he represents. He is not sure that he is a good custodian of public trust unless he provides for this improvement function. Good administration demands sensitivity to efficiency. The establishment of a research and personnel training program staffed with qualified personnel and provided with adequate financial support is essential to greater efficiency.

The Cooperative Extension Service in Wisconsin consists of a staff of approximately 350 individuals, about 250 of whom are employed in the 71 counties. This staff and its various programs is financed by an annual appropriation of about \$2,600,000 from county, State, and Federal sources. To assure more effective use of personnel and funds, it is becoming increasingly important to strengthen and expand our efforts in the fields of Extension research and personnel training.



A. Extension Research

Previous research which various staff members have conducted include: *(1) adoption of recommended farm and home practices, (2) selection and training of volunteer leaders, (3) migration of population and problems resulting therefrom, (4) use of the radio, bulletins and other communication media and (5) program planning and execution procedures. These studies have contributed greatly to the effectiveness of the existing program. The need for an expansion of such research, as well as studies in other areas, is clearly recognized. The desire to provide financial support for research to improve the service has been widely demonstrated.

In guiding the course of the Cooperative Extension Service, important decisions are continually being made that affect the size of the staff, content of the program, and procedures to be followed in assisting people in helping themselves. Research can provide essential facts upon which such decisions can be made. Such facts also can help to correct wrong decisions and adjust more quickly to changes in the needs of the people we serve.

With the increase in population and developments that make for longer life, there are more youth and aging people with whom to work. Migration from farms to urban and suburban areas presents certain problems. Great numbers of city workers are now living on the rural routes, too, and in some cases supplementing their income or getting other satisfactions out of part-time farming.

Programs are being adjusted to place greater emphasis on the farm-family approach to decision-making. Marketing and consumer education are recognized as important, along with efficient production. How to best serve the low-income farmer and his family is receiving public concern. Both farm and urban people are becoming more and more interested in issues of public policy that affect wages, prices, security and the conservation of human and physical resources.

Efficient production continues to be a goal of extension work. Why should as much as 10 to 15 years be required to translate the findings of research and modern technology into actual increased yields and greater efficiencies? Result demonstrations often take years to convince the neighbors that an improved practice is both practical and profitable. Too long a time elapses between the discovery of a new product or practice and its widespread use on our farms or in our homes.

* See attached list.

Additional facts and principles arrived at by the application of the "scientific method" are urgently needed to define the interests and needs of the people with whom we work, the type of person and training best suited to extension work, effective organization of staff and financial resources, methods of communicating information, and results of extension efforts.

B. Personnel Training

The need for systematic and specific training in extension education has been recognized in Wisconsin with increased efforts given to the organizational development to provide for such training. In cooperation with the residence staff, an undergraduate extension major under the Department of Agricultural and Extension Education has been in operation for one year with appropriate curricula which includes field practice in extension. A similar major in Home Economics Extension is being planned and will be initiated in September 1955. Provisions for graduate work leading to both a master's and a doctoral degree in extension education have also been made.

The University of Wisconsin has conducted the special three-week north-central regional extension summer school dating back to 1929 with increasing success. Approximately 15% of the Wisconsin staff has been attending in recent years with 20% attending in 1955. Increasing efforts are being placed upon special training for newly employed personnel and special workshops for regular personnel.

Since 1945, two staff members have been designated to give special attention to extension training and studies. There is also a studies and training committee made up of extension and residence personnel whose function is to make improvements in the training program.

The broad nature of the work in the Cooperative Extension Service requires basic training not only in technical courses in agriculture and home economics and the many physical sciences, but in the social sciences as well. A knowledge of educational methods and techniques, group dynamics, and human relations is essential for effective extension work in today's society.

The Cooperative Extension Service is expected to be prepared to adequately meet its increasing responsibilities to the people with whom it works and to serve as the educational arm of the U.S.D.A. and the land-grant institutions. To fulfill this responsibility, increasing activity in the development of curricula and the training of personnel to meet the rather specific and exacting requirements of extension work is essential. Hence, it is essential that there be special training for extension employees rather than to

employ personnel from many different technical areas with little or no training for the extension job.

There is also a real need for expanded opportunities and efforts in professional improvement of present extension staff members. The constant need for replacements and additions to the State specialist, supervisory, and administrative staff is an important factor in the increased need for professional training. The fact that many of the present personnel lack training in some extension method and social science areas, plus the dynamic nature of agriculture, improved communications, higher education of the population and increased standard of living, are equally important reasons for an effective means of professional improvement.

VII. PURPOSES OF THIS PROJECT:

A. Extension Research

Research in extension may be defined as any investigation, survey or study, tending to correct, verify, or add to knowledge of the conduct of extension in general or in a specific field. Extension research includes:

1. The collection and tabulation in available form of factual data from which generalizations may be made, or by means of which previously formulated hypotheses may be tested; and
2. Comparison, analysis, or evaluation, by experimental or other methods, of data, materials or concepts.

In general, research in extension is conducted:

1. To determine the status, past or present, of any extension fact or event, program, teaching method, or other phenomenon.
2. To ascertain the nature, composition and process that characterize a fact or event.
3. To trace growth change, or development history of any fact or event.
4. To study cause and effect relationships.

More specifically, the purposes and objectives of this project are to provide reliable facts and principles that will aid the Cooperative Extension Service of Wisconsin in the following areas of work:

- a. A better understanding of the people and their problems.
 1. What motivates adults and youth at different stages in their life cycle?
 2. Identification of interests and needs of unreached people.
 3. Criteria for determining whether a problem exists.
- b. Methods and procedures to use.
 4. Effectiveness of methods in working with individuals, groups and volunteer leaders; also, the use of mass communication media.
 5. Effectiveness and scope of existing programs.
 6. Studies in program planning process.
- c. Personnel selection and training.
 7. Aptitude for extension work for county and State positions.
 8. Training needs at different stages.
 9. Anticipating personnel requirements, both the numbers and their skills.
 10. Job analysis of the county worker, specialist, supervisor, and administrator.
- d. Supervision and administration.
 11. Evaluation of the training program and personnel efficiency.
 12. Determining what is an effective organization of personnel and finances, and how to implement such a program.
 13. Effectiveness of various personnel management practices.
 14. Reporting system to indicate accomplishments.
 15. Criteria for effective supervision.

e. Interagency relations.

16. Research in interagency relations in cooperation with agencies concerned.

B. Personnel Training

A wide range of induction and on-the-job training activities will be organized and conducted, in cooperation with appropriate administrative and supervisory officers, to stimulate the continuous growth and development of each extension employee throughout his or her extension career. Counsel with the resident instruction staff of the University in maintaining undergraduate and graduate courses and curricula designed to meet the changing needs and interests of extension workers.

The broad aim of the project is the strengthening of the extension staff as a means of improving extension teaching and of augmenting extension accomplishment.

Extension personnel employed under this project will:

1. Counsel with the resident instruction staff in the continuous development of curricula to provide current needs for undergraduate students in Agricultural and Home Economics Extension at the University of Wisconsin.
2. Provide initial training to assist young beginning workers in adjusting to their full professional responsibilities.
3. Provide opportunities for those extension workers who are not immediately concerned with acquiring advanced degrees, to improve their effectiveness through attendance at three-week extension summer schools, special workshops, clinics, etc.
4. Stimulate all workers to continuously evaluate their administrative, organizational, cooperative, and teaching effectiveness with a view to finding ways and means of improvement.
5. Interpret findings of extension research and prepare teaching materials useful to extension workers.
6. Counsel with the resident instruction staff in the continuous development of curricula leading to M.S. and Ph. D. degrees in Agricultural Home Economics Extension at the University of Wisconsin.

VIII. ORGANIZATION AND COOPERATION:

- a. This project will be administered by the State Director of Extension.
- b. The work will involve research and training related to all phases of extension work including administration, supervision, specialist and county staff.
- c. The personnel employed under this project will be responsible to the Director of Extension.
- d. Work done under this project will relate, in varying degrees, to all approved Extension projects in Wisconsin.
- e. Close working relations, under the general direction of the Associate Director of Extension, will be developed and maintained with the research and resident teaching staff of the College of Agriculture and the School of Education, University of Wisconsin; the Division of Extension Research and Training of the Federal Extension Service; and the Staff of the National Agricultural Extension Center for Advanced Study.

IX. METHODS OF PROCEDURE:

- a. The amounts and the source of funds for carrying on this project and names and percentage of time of personnel working on it will be listed in the annual State extension budget as submitted by the State Extension Director to the Administrator of Federal Extension Service, USDA.
- b. A detailed plan for conducting each phase of the work under this project agreement will be drawn up annually on a calendar-year basis by the personnel involved and submitted to the State Extension Director for suggestions and approval. This plan shall contain a supplemental statement indicating adjustment to the budget year.
- c. On or before January 1 of each year the plan will be submitted by the State Extension Director to the Administrator of Federal Extension Service, USDA, for review and approval, or suggestions for revision.
- d. The annual plan of work, together with the annual extension budget, becomes a part of this project agreement when approved by the State Extension Director and the Administrator of Federal Extension Service, USDA.
- e. On or before January 1 of each year, an annual report of work done on this project shall be prepared by the personnel employed under this project agreement and submitted through the State Extension Director to the Administrator of Federal Extension Service, USDA. Special reports of work done shall also be prepared as required by the Wisconsin College of Agriculture and the USDA.

X. SOURCES OF MAINTENANCE:

The obligation of the cooperating parties to this agreement shall be contingent upon State and Federal appropriations or such other funds as may be allotted in the approved budget for each year.

Dates Approved:

Signatures:

Dean and Director of Extension
Wisconsin College of Agriculture

Associate Director of Extension

Administrator of Federal Extension
Service, United States Department
of Agriculture

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